



United States Department of Agriculture

A vibrant collage of fresh produce, including cherry tomatoes, a large green cucumber, a head of garlic, a peach, yellow squash, and potatoes, set against a dark background.

# *Farmers Market Promotion Program Overview*

Carmen Humphrey  
FMPP Program Manager

USDA Agricultural Marketing Service  
May 13, 2014

# Housekeeping Details...



## Technical difficulties?

- Call 800.843.9166, or
- E-mail [help@readytalk.com](mailto:help@readytalk.com).

## Have a question?

- Use “Chat” on your screen

## Want to hear and view this later?

- Recorded webinar & MS PowerPoint on website.

# FMLFPP Overview



## 2014 Farm Bill - Farmers Market and Local Food Promotion Program (FMLFPP) grants:

- **Farmers Market Promotion Program (FMPP)** – no match; direct marketing grants
- **Local Food Promotion Program (LFPP)** – 25% match, planning and implementation grants

**Purpose:** Increase domestic consumption and develop new marketing opportunities, by providing outreach, training, and technical assistance to and developing and expanding:

1. Direct producer-to-consumer market opportunities, and
2. Local and regional food enterprises

# Which Grant Will Fit?



- **FMPP: Farmer-to-consumer direct marketing projects**
  - Farmers markets, roadside stands, CSAs, agritourism activities, etc.
  
- **LFPP: Local and regional food business enterprises that serve as intermediaries (non-direct-to-consumer) to process, distribute, aggregate, and/or store locally or regionally produced food products.**
  - Food Hubs, Mobile Markets, etc.
  - Planning and Implementation grants available

# FMPP Eligible Projects



## Direct marketing projects that:

- **Develop and expand producer-to-consumer marketing**
  - Market start-up, operation, infrastructure
  - Vendor and customer recruitment
  
- **Increase domestic consumption** and access to agricultural products
  - Product introduction or improvement, value adding, branding
  - Advertising and promotion
  
- **Develop outreach, training, and technical assistance**
  - Farmers, rancher, manager training and education
  - Outreach for the market

# Do you have a *great* application?



## It all depends on your **PROJECT!**

Peer reviewers will be scoring:

- **Purpose**
- **Approach**
- **Budget**
- **Impact**
- **Outreach**

# Purpose: Proposed Projects...



- **Objectives meet FMPP direct marketing goals?**

- Increase domestic consumption and develop new marketing opportunities for...

Domestic farmers markets, roadside stands, CSA programs, agritourism, and other direct marketing activities

- **Outcomes assist intended beneficiaries?**

- Farmers, producers, farm vendors, or consumers

# Project Approach



- **Realistic and intended to meet goals and objectives?**
- **Is personnel qualified?**
- **Are the partnerships appropriate?**
  - Qualified through letters of support

# Proposed Project Budget



- **Requests are allowable and reasonable?**
- **Clearly correlate with the purpose and goals?**

# Describe Proposed Impact



- **Clearly described expected outcomes**
  
- **How you will measure impact – Includes:**
  - FMPP and other project metrics
  - Pre-project (current situation, intermediate, and post project
  
- **Metrics show impact on intended beneficiaries**

# FMPP Project Metrics



## Must:

- **Benefit two or more farmers or producers**
- **Include *Impact Metrics*:**
  - Number of direct and indirect jobs retained and created
  - Number of markets expanded and/or new markets established, or expanded consumer base served
  - Dollar amount and percentage change in market sales
  - Number of farmers/producer beneficiaries

# Planned Outreach



- **Plan to disseminate project results**
- **Outreach metrics that collect data**
- **Outreach after grant project ends**

# FMPP Program Overview



**The Farmers Market Promotion Program (FMPP) is a competitive grant program**

Under FMPP:

- ✓ No matching is required
- ✓ Minimum grant award = \$15,000
- ✓ Maximum grant award = \$100,000
- ✓ Project length = 24 months
- ✓ Approx. \$15M available each year, FY-2014- FY-2018

# Program Priorities



At least 10% of total FMPP funding for priority areas:

1. Projects of located in and/or primarily serves at least one low income-low access community (see ERS Food Access Research Atlas map) in concentrated poverty with limited access to supermarkets.
2. Project whose applicant organization or business is partnering with a Promise Zone Lead Applicant Organization.

See the FMPP Announcement for more information.

# Ready To Submit An Application?



## AMS grants require your organization to:

1. **Have an EIN number.** (Federal tax ID number) – 1 day to 5 weeks
2. **Get a DUNS number.** <http://fedgov.dnd.com/webform> – 1 to 5 business days
3. **Register with SAM.** [www.SAM.gov](http://www.SAM.gov) – 1 to 2 weeks
4. **Register with Grants.gov.** [www.Grants.gov](http://www.Grants.gov) – 1 to 2 weeks
5. **Review FMPP Announcement** for timelines and process
6. **Complete the FMPP application package**
7. **Submit application via Grants.gov website**

# FMPP Announcement



The **FMPP Announcement** can be found at: [www.ams.usda.gov/FMPP](http://www.ams.usda.gov/FMPP).

The FMPP Announcement includes :

1. Who is eligible to apply for a grant.
2. What activities FMPP can and cannot fund.
3. Application requirements.
4. Project evaluation criteria.
5. Submission requirements for Grants.gov.

# FMPP Application Package



## Required Forms and Paperwork (submitted via Grants.gov):

1. SF-424: Application for Federal Assistance (only via Grants.gov) – see Notes.
2. SF-424B: Assurances – Non-construction Programs (only via Grants.gov).
3. TM-29, FMPP Project Proposal Narrative (via [www.ams.usda.gov/FMPP](http://www.ams.usda.gov/FMPP) ).
4. TM-30, FMPP Supplemental Budget Summary (via [www.ams.usda.gov/FMPP](http://www.ams.usda.gov/FMPP) ).
5. Supporting Documents:
  - Critical resources and Infrastructure documentation
  - Contractor/Subrecipient SAM registration and DUNS number
  - Evidence of Contractor/Subrecipient debarment status
  - Priority Project documentation
  - Other supporting documents

# FMPP Application Package – cont'd



## Recommendations:

1. Follow the directions found in the FMPP Announcement.
2. Include letters of commitment from partners and other supporters.
3. Provide evidence of commitment from farmers, cooperators, contractors, resource providers, etc.
4. Include a description of qualifications of project participants.

# TM-29: FMPP Project Narrative



Applicants must use Form TM-29 to complete the project narrative.

## **Narrative – Important sections Reviewer will read:**

- Executive Summary
- Goals of the Project
- Workplan
- Expected Outcomes and Beneficiaries
  - Outreach plan

# Narrative Do's and Don'ts



## Do:

- Be specific about what will be done, who will do it, and who benefits.
- Provide information about the measurement impact (evaluation). Focus on project outputs and outcomes.
- Determine contributions and commitments of partners and collaborators.

## Don't:

- Submit a proposal that does not meet FMPP requirements.
- Be unrealistic about what the project can accomplish.
- Assume the reviewers know you or your project. Provide adequate details to understand your proposal.

# TM-30: FMPP Supplemental Budget



Applicants must use Forms TM-30 to complete the budget request.

## **Budget – Important areas all Reviewers will be scoring:**

- Budget line items and written justifications.
- Correlation of requests to project purpose(s)/goal(s).
- Items must be allowable, allocable, AND reasonable.

## **Some items not covered:**

- Acquisition of land or a building(s)
- Repair, rehabilitation, or construction of a building(s)

# Budget Do's and Don'ts



## Do:

- Give details in budget narrative.
- Specify how much the project costs and why it's needed.
- Explain how your budget meets the project's objectives.
- Discuss income (profit) generated from proposed activities.

## Don't:

- Make up dollar amounts. Research the estimated actual costs.
- Include matching funds.
- Forget to include the budget narrative explanation(s).

# Application Submission



## Grants.gov website submission:

- Go to the [www.grants.gov](http://www.grants.gov) website and use organization log-in. FMPP grant opportunity is under CFDA #10.168.
- Complete the SF-424 and SF-424B.
  - All other application package documents can be uploaded through the link (question #15) in form SF-424 in Grants.gov.
- Problems: Grants.gov call center at 800-518-4726; open M-F from 7AM – 9PM EDT.
- No documentation will be excepted by AMS or the Grants.gov website after the application deadline.

# Application Submission – cont'd



**Deadline is June 20, 2014, before 11:59 pm EDT - Grants.gov confirmation of application receipt:**

1. **Grants.gov Confirmation.** Grants.gov will send two emails to the authorized representative.

It may take up to 48 hours to receive the Submission Validation Receipt.

2. **Review After Grants.gov Validation.** After application validation by Grants.gov, FMPP Staff will review each application.

An email will be sent to each applicant notifying of next process steps.

# Review Panel and Process



## Proposal reviewers will include:

- Representatives from peer organizations.
- Employees from Federal, State, local and Tribal governments.

**Not applying under FMPP in FY-2014 and want to serve as a reviewer?**

See the FMPP website at [www.ams.usda.gov/FMPP](http://www.ams.usda.gov/FMPP) to apply.

## Proposal review process:

- Begins upon receipt of the application.
- 3.5-week process commences in May 2014.
- Reviewers notified in early June.

# Grant Process Timeline



## FY 2014 Timeline:

- **May 2014:** Request for Applications posted within the FMPP Announcements via the FMPP website and published on the Grants.gov website.
- **June 20, 2014:** Applications due to FMPP.
- **July 2014:** E-mail notices sent that applications have been received.
- **July 2014:** Review process.
- **September 2014:** Award announced.
- **October 2014:** Funds available to awardees.

# Contact Information - Thank You!!



## FMPP Program Manager:

Carmen Humphrey

## FMPP Staff:

Camia (Mia) Lane

Earlene Henderson-Samuels

Ricardo Krajewski

Karl Hacker

Lee Cliburn

## Mailing Address:

Farmers Market Promotion Program  
USDA Agricultural Marketing Service  
1400 Independence Avenue, SW  
Room 4534 – South Building  
Washington, DC 20250-0267

**Website:** <http://www.ams.usda.gov/FMPP>

**E-mail:** [USDAFMPPQuestions@ams.usda.gov](mailto:USDAFMPPQuestions@ams.usda.gov)

**Phone:** 202-720-0933